

W L C P



BC-126  
June 1975

FREQUENCY MODULATION

# BROADCASTING STATION LICENSE RECORD

OFFICIAL NO. 3420  
Date first licensed 6-28-79  
~~6-27-78~~

Call letters WLCF

Station location Southport, N.C.

BRUNSWICK BROADCASTING COMPANY (BAPH-619 8-17-77 EFF: 9-21-77)  
Name of licensee X Clarence S. Mowery, Jr and Willard S. Taylor, dba  
Brunswick Broadcasting Company

Hwy. 133, 0.8 mi. N of Hwy. 87 intersection, near Southport, North Carolina  
(MPH-6-28-77)

Transmitter location X 0.2 mile west of city limits of Southport, NC (PH 1-26-77)

SAME AS TRANSMITTER (MPH-6-28-77)  
Main studio location X 0.2 mile west of city limits of Southport, NC (PH 1-26-77)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-8830 HAAT: 300' {L}	1-26-77 {H&V}	107.1MHz ch 296 CP for NEW FM	ERP: 3kw {H&V} Class-A Station		U 1-26-78
BPH-8830 (1)	4-25-77	Assigned New Call			
EBSA	4-25-77				
BMPH-15163 (2)	6-28-77	MP(BPH-8830) chg chg Ant; mke chg ant sys(decr hght) chg TPO	SL/TL; chg TRANS;		
BAPH-619	8-17-77	VOL AL	EFF:	9-21-77	
BMPH-15368 (3)	2-8-78	MP (BPH-8830, as mod) ext time to			6-16-78
BLH-7736 HAAT: 3kW (H&V) Lic. (BPH-8830, as mod.) GRANT RESCINDED	6-27-78 7-26-78	107.1MHz #296 (BPH-8830, as mod.) for New Station.	ERP: 3kW (H&V)		12-1-78
BTC-8760	9-13-78	VOL. TC	EFF:		
ELH-7736	6-28-79	Lic. (BPH-8830) new stn.			12-1-81



# APPLICATION RECORD - BROADCASTING

Call **W L C F**  
Letters **XNEW-FM**

Name **Clarence S. Mowery, Jr. and Willard S. Taylor, dba Brunswick Broadcasting Company**  
**Southport, North Carolina (PO 600 Fairmont Street, Greensboro, N. C. 27401)**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8830	2-17-74	CP for New FM on: 107.1mhz. #296	Designated for Hearing <b>SEP 25 1974</b> Min.	<b>#20193</b>
R & F	2-19-74	HAAT: 300' (h&v) ERP: 3kw (h&v)		
#281157 \$100	2-20-74	Trans: GATES-FM-2.5H3; Ant: GATES-FMC-3A, 3 sects. (h&v)		
CODE: 013	MAR 20 1974	T-SL: 0.2 mi. W. of city limits, Southport, N. C.	GRANTED	1-26-77
PRESS:	4-1-74	33° 55' 37" - 78° 02' 17"		
PN REC'd:		Atty - Lawrence S. Bernard, Jr. (Daly, Joyce etc.)		
		Engr---		
AMENDED	4-17-74	Sections II, III and IV-A.		
AMENDED	5-7-74	Section IV-A.		
AMENDED	8-16-74	Section IV-A.		



APPLICATION RECORD - BROADCASTING

Call  
Letters W L C F

Name Clarence S. Mowery, Jr. and William S. Taylor  
dba Brunswick Broadcasting Company  
Southport, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BNPH-15163 R & F PRESS PN Rec'd	5-24-77 6-2-77 JUN 23 1977	MP{BNPH-8830} chg SL/TL to: Hwy. 133, 0.8 mile North of Hwy. 87 intxn., near Southport, NC; chg Transmitter {HARRIS, FM-2.5K} Antenna {HARRIS, FMH-3AE, 3 sects {H&V}; mke chgs in Antenna sys- tem {decr. hght}; chg TPO 33° 59' 38" - 78° 02' 08" Request Waiver of Section 73.210(a)(2) of Commission's Rules  Atty. Lawrence J. Bernard, Jr. Engr. Palmer A. Greer, P.E.	GRANTED	6-28-77



## APPLICATION RECORD - BROADCASTING

BRUNSWICK BROADCASTING COMPANY

X CLARENCE S. MOWERY, JR. AND WILLIAM S. TAYLOR

Name dba BRUNSWICK BROADCASTING COMPANY

SOUTHPORT, NORTH CAROLINA

Call

Letters W L C F

File No.	Dated	Application for	Action	
			Nature	Date
BAPH-619 R & F FORM 316	7/23/77 7/27/77	Voluntary assignment of CP(BPH-8830 as mod - new sta) to BRUNSWICK BROADCASTING COMPANY  Atty - Greeley & <u>Bernard</u>  (Over)	GRANTED EFF:	8-17-77 9-21-77
BMPH-15368 R & F PRESS: JAN 5 1978	12-12-77 12-16-77	MP (BPH-8830, as mod) for extension of time to: <u>6-16-78</u> (NEW STATION)  Atty: Lawrence J. Bernard, Jr. (Greeley & Bernard)	GRANTED TO	2-8-78 6-16-78
BLH-7736 R & F PTA: PRESS: APR 27 1978 AMEND R&F 6-7-79	3-13-78 3-24-78 3-29-78	License to cover (BPH-8830, as mod.) for New Station. Trans: CSI Electronics, FM-3000E Antenna: <del>4ampre HEP-9, -9 sections</del> Ant: Collins G5CPM, 3 sects. Atty: Lawrence J. Bernard, Jr. (Greeley & Bernard)	<del>GRANTED</del> SET ASIDE REGRANTED	<del>6-27-78</del> 7-26-78 6-28-79



BAPH-619 - Note: After APH gr Robt. Kimmell (new stockholder)  
will hold 49%



APPLICATION RECORD - BROADCASTING

FM

Call  
Letters **WLCF**

Name **Brunswick Broadcasting Company**  
**Southport, North Carolina**

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8760	6- -78	Vol TC from Clarence S. Mowery, Jr. to	GRANTED	9-13-78
R & F	7-5-78	Clarence S. Mowery, Jr., Robert G. Kimmel,	EFF:	
FORM 315	AUG 1 1978	Lewis K. Mowery, William T. Mowery, Charles		
PN FILED	7-27-78	E. Kimmel et al(7 stockholders)		
		(SEE OVER)		
		Atty - L.J. Bernard, Jr.		



RE: BTC-8760 NOTED: Table I incomplete re dates & place  
of birth(Weisner & Kimmel)(FILED 9-8-78)

AMENDED 9-7-78 re: Financial qual. & Bal. sheet.

872-1091



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

